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ECONOMIC DEVELOPMENT DEPARTMENT

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NEWS LETTER

Published quarterly by the San Bernardino County Economic Development Department to chronicle events and activities relating to the purposeful economic development of San Bernardino County and its Communities.

VOL. XII, NO. 3 **3rd QUARTER, 1977**

Have you seen a 200,000 sq. ft. building lately? This first structure to be completed in San Bernardino's Southeast Industrial Park is the new home of Lifetime Foam, a subsidiary of the Sears Company, as seen from Tippecanoe Avenue. The photo shows the south side along Victoria Street and the four railroad bays along the west side. The all steel building is fully insulated. Santa Fe branch line is in foreground.

E. D. D. Photo

San Bernardino's Southeast Industrial Park . . . A Progress Report

On Tippecanoe Avenue just four-tenths of a mile north of the Redlands Freeway, construction is underway on four major projects with totals as follows: buildings, 522,500 square feet; new jobs, 900. While other projects are in various phases of development, the following are under construction.

Lifetime Foam, 200,000 square feet and 200 new jobs. Exterior walls and roof are complete. Interior construction continues.

Kroehler, 202,500 square feet, 500 new jobs. Floor completed, vertical steel being erected.

Futurex, 60,000 square feet. 150 new jobs. Preliminary architecture and design completed. Soils work is underway.

Fredericks-Hansen, 60,000 square feet, 50 new jobs added to 100 existing positions. Concrete pad is finished, exterior walls under construction.

NEXT TO THE INTERCHANGE . . .

COMMERCENTER — SAN BERNARDINO

September and October are busy months at the Southern California Commercenter, nestled in the northeast corner of the massive freeway interchange south of San Bernardino. Construction begins this month on Airport Business Plaza, a grouping of 24 units for light industry. Each unit will have 1500 square feet.

In October, three projects, all on schedule, will see new occupants unlock the front door for business. First to open will be the outstanding Bobby McGee dinner house and disco. Following closely, the C. T. A. building will open with all but 2,000 of the 16,000 square feet committed as of this writing. Finally, but still in October, the C & M Engineering building of 15,000 square feet will be completed.

COOLEY RANCH — COLTON

Tom Villelli's Cooley Ranch projects continue to move ahead on schedule, with building number four of the Commercial Center completed and occupied. Groundbreaking for building number five is scheduled for November 1.

Another recent completion is the 14,000 sq. ft. Air Quality Control Board building. The facility serves both San Bernardino and Riverside Counties, and has 75 employees.

As we go to press, groundbreaking ceremonies are being arranged for the first apartment complex of 200 units. Toward mid-winter, the restaurant and lake complex is scheduled to start. A four and one-half acre skateboard park is slated to begin construction on November 1.

Where I-10 Crosses I-15: THE CROSSROADS

In all the written history of mankind we see the significance of crossroads, where two major paths or roads intersect. It was at the crossroads that people would meet and exchange goods. They even built places of trade. Then they returned home or set out along one of the paths with the new materials or goods in hand.

The transportation of goods from one place to another, from the manufacturer or the merchant to the marketplace — the transportation of goods has always been the key to a healthy

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The Crossroads . . .

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and prosperous development of man's way of life.

Just south of the City of San Bernardino is a modern crossroad, the multi-level and multi-lane interchange where the east-west Interstate 10 crosses the north-south Interstate 15E. Here the providers of goods and services are gathering to do modern business. They gather here because they are next to the crossroads, where the main roads meet. They send their goods in four directions, not only on the wide cement highways, but also on the shiny tracks of two transcontinental railroads. Their goods move quickly.

Three corners of the intersection are now bustling with activity. On one corner the new Commercenter is filling with commercial and light industrial enterprises. Next door, to the east, the Southeast Industrial Park will provide 900 new jobs within a year. Across the interchange Cooley Ranch breaks ground on still more buildings, with existing structures already filled. And on the third corner, the 15 acres on Hunts Lane will provide an announcement, momentarily, of still more major activity.

We shouldn't wonder about all of this. It is the age-old story about a place where business is accomplished easily and goods flow quickly. Because the interchange is, after all, just a modern and more efficient crossroad.

UPLAND

Industrial Workshops, a group of handsomely landscaped commercial-industrial buildings of up to 8,000 square feet at Benson and Ninth Streets are now 60% filled. Individual sections feature ample office space in front.

Mountain Avenue Business Park at Ninth Street on 8.8 acres is under construction with space running from 11,200 to 20,700 sq. ft. Offices will be ready for occupancy with carpets, drapes, and air conditioning.

Also, under construction is the Ninth Street Industrial Park, located just east of Benson. Spaces range from 15,000 to 20,000 sq. ft. including finished offices. of Benson. Spaces range from 1,500 to

Both of these parks provide dock high loading bays and sprinklers.

American Telecommunications Corp. of Upland, the nation's largest manufacturer of decorator telephones, is rushing its 80,000 sq. ft. addition to an October completion. The expanding company on West 11th Street employs 420, and will gradually increase the work force toward a projected 550 by 1981.

Board of Supervisors Chairman Robert O. Townsend presents a welcoming gift to Neal Zoller, president of Inland Valley Engineering Corporation at luncheon ceremonies in Fontana on August 25. The firm announced the relocation of various facilities into the Southwest Industrial Park. Assisting with the ceremony is Supervisor Joe Kamansky (right) and Chamber of Commerce President Tony Finazzo (seated). Elmer Kent (left) is owner of Kent Electric Company which is part of the engineering firm.

Photo Courtesy of Fontana Herald News

REDLANDS

The Chamber of Commerce's revitalized Industrial Development Committee is working hard to establish an effective marketing plan for the Redlands area. Chairman Don Davis of the Bank of Redlands states, "We are committed to a policy of actively encouraging clean industrial and commercial development within the Redlands community, and secondarily even within the greater valley area, since our community also benefits from nearby development."

• • •

Skyline Corporation's new mobile home manufacturing plant in Mentone is on schedule, headed for an early November grand opening.

The facility on Opal Street at Colton Avenue has 81,000 sq. ft. of manufacturing space out of a total of 95,000.

Current construction has utilized only nine of the corporation's 36 acre parcel, with the balance being held for future expansion and other use.

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Modular Restaurants of America, makers of theme restaurant structures including railroad cars and cabooses, are in production at the facility previously used by Lockheed. At present there are various structures at the Lockheed site with space available.

Fontana Southwest Industrial Park Underway

This relatively new development is off and running with two announcements already made while others are pending. The sites are located west of Etiwanda Avenue and south of Marlay Street in the City of Fontana. The property is served by a Union Pacific branch line, and is adjacent to the industrial sewer.

The property is located at the halfway mark with equal distance to both the San Bernardino and Pomona Freeways.

The Langlois Company, a processor of various foods including sauces and syrups, will construct an 80,000 square foot building on the northwest corner. A work force of 75 will increase to 175 at various times of the year.

Directly east along Marlay, Inland Valley Engineering will construct 45,000 square feet as the company consolidates several operations onto one central location. There will be 100 employees. Other firms involved in the new facility are Inland Valley Mechanical Company and Kent Electric Company. The complex will consist of various offices, engineering and drafting areas, and warehouse space.

Street improvement and site preparation is in the final engineering stages. Actual construction will begin on both sites as soon as grading and compaction is completed.

Plant Site Survey by Business Week Magazine

Since the County's Economic Development Department is a regular advertiser in Business Week Magazine, the office receives copies of the magazine's plant site survey. The most recent survey resulted in a 52% response, totaling 2,089 replies from top managers of manufacturing industries. Some of the findings:

. . . 57% of total respondents indicated their companies **had selected** a plant site within the past five years.

. . . 35% of total respondents said their companies are **currently investigating** the possibility of a new plant site . . . 55% thought their companies **will be in the market** for a new plant site within the next five years . . . 30% of total respondents make **both** claims. This means that 56% of total respondents claimed their companies are either currently investigating the possibility of a new plant site or will be in the market within the next five years.

. . . 26% of total respondents reported their companies **have a continuous plan** for plant, regional and corporate office site locations.

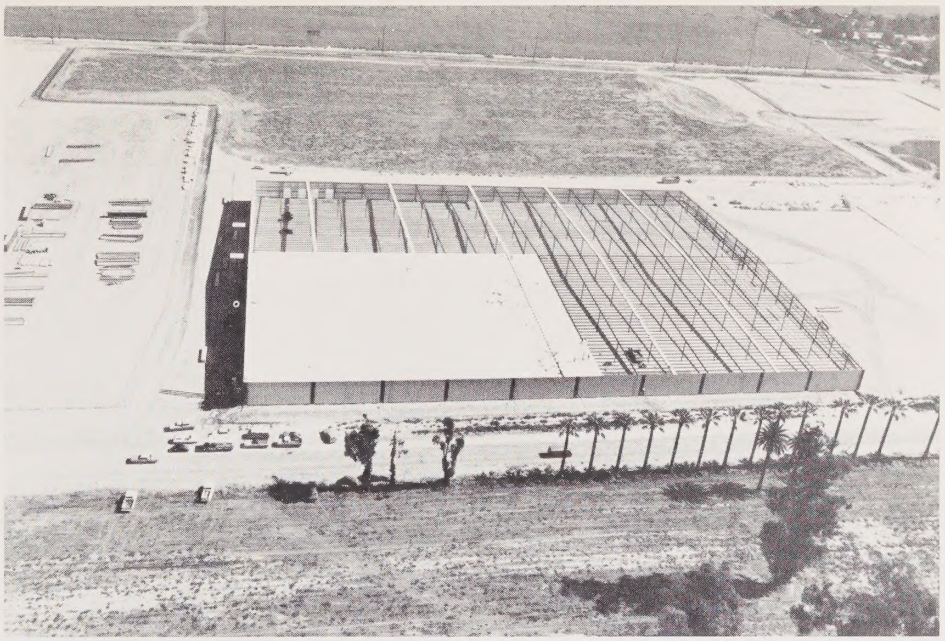
. . . Among total respondents, the various factors considered in selecting the specific site or area are ranked as follows:

Transportation	99%
Community	99%
Labor	99%
Site	97%
Location	96%
State	96%
Sources of Supply	94%
Marketing	90%
Climate	85%

In recent months, officials from other counties have asked us what is the key to successful economic development. We might call their attention to the first two items in the survey, the 99% necessary ingredients.

1. **Transportation:** San Bernardino County is a unique crossroads of the finest transportation available. That's why the West's first two computerized rail marshalling yards were located here.
2. **Community:** San Bernardino County provides a team made up of all levels of government and private enterprise that provides a package the client finds difficult to refuse. To quote just one, Futurex vice president Robert V. Hinshaw: "What really sold us was that at the first meeting I attended with Mayor Holcomb and Ray Glider, we felt there was no need to go any farther. They presented a total package. I think it's the best we've ever seen anywhere.

"Ray Glider did an excellent job, he did his homework, he knew the company's needs and what the community had to offer. Everything went like clockwork. It was a professional, well-organized, total team effort. And, seeing the Mayor's interest, his making us feel that the whole community wants us here made a heck of an impression on us."



Aerial photo taken in late July shows four sites in San Bernardino's Southeast Industrial Park. Lifetime Foam's 200,000 sq. ft. steel building (center) is now completed. The Kroehler Company site (left) continues over to Tippecanoe Avenue. Top right is the Fredericks Hansen location. The Futurex site is in the foreground, facing north on Victoria Avenue. Spurs from Santa Fe will enter the park heading north between Kroehler and Lifetime Foam.

Tom Chandler Photo

Art Fredericks (right) of Fredericks-Hansen Paint Company broke ground recently in San Bernardino's Southeast Industrial Park for a 60,000 sq. ft. manufacturing facility at the corner of San Bernardino and Richardson Avenues. Roger M. Jaska, president of Martin J. Jaska, Inc., (center) is general contractor. County Supervisor Dennis Hansberger praised both Jaska and Major Holcomb for the courage they have shown in taking the risks that are involved in a large industrial development.

Photo San Bernardino Chamber of Commerce

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TRANSPORTATION UPDATE

San Bernardino County's three nation-wide interstate freeways, three transcontinental railroads, and an international airport provide the vital link as goods flow day and night between points to the east and Southern California, the nation's second largest marketplace. Sites are available, new, along any freeway, any railroad, or adjacent to Ontario airport. The following is a summary of current transportation projects.

INTERSTATE 15

Freeway construction continues by E. L. Yeager Company as a second portion of the Interstate 15 extension to the south is now underway. The first contract of $5.5 million will extend the freeway south to Slover Avenue with work three-fourths complete. Opening date may be as early as January. The addition south to the Pomona Freeway (Highway 60) is slated for completion in Spring of 1979 at a cost of $9.6 million.

This extension will ease both east-west and north-south traffic headed in or out of Orange and southern Los Angeles Counties.

RAIL ACTIVITY

SANTA FE. The branch line parallel to Victoria Avenue in San Bernardino's Southeast Industrial Park is receiving much attention. Already designed are three spur tracks, one each for Lifetime Foam, Kroehler, and Futurex. A fourth line is designed to run north through the portions of the park where sites are still available.

SOUTHERN PACIFIC. Designs have been completed to rail serve the northern portions of the Cooley Ranch development, or Rancho Mediterranea, in Colton. A right-of-way can be extended to southern sections as needs arise.

UNION PACIFIC. Since the first industry to commit to Fontana's Southwest Industrial Park, Langlois, Inc., is to be rail served, a spur track has already been ordered for that facility. The branch line runs north along Etiwanda Avenue from the main line to the south.

ONTARIO INTERNATIONAL

Service at Ontario International Airport continues to improve with more non-stops to eastern cities than ever before. Passenger traffic in July reached an all-time high of 164,204 travelers, a jump of 20.1% over July 1976. Air cargo activity jumped 33.8%.

SITE PACKETS PREPARED FOR JAPANESE AUTO FIRM

At the request of the governor's office, the County's Economic Development Department has furnished complete site packets to assist the State in its efforts to fill the needs of a large Japanese auto manufacturer. Sites selected ranged in size up to 200 acres. The project was quickly accomplished since the same work had been done in previous negotiations with other foreign auto manufacturers.

BARSTOW-DAGGETT

Generating Facilities Provide Jobs — Now and For Years Ahead

The Edison Company's conversion and expansion of the existing generating facility near Barstow is on schedule, 75% complete, and still providing jobs for 370 craftsmen and technicians. The new equipment being installed is designed to capture exhaust gases previously released into the atmosphere. The exhaust is recycled and used to generate more electrical energy, increasing the plant's capacity.

The $110 million solar generating plant to be built near Barstow by the Energy Research and Development Administration (ERDA) is already underway with the first phase design contract being awarded to McDonnell-Douglas. The engineering phase is next, according to spokesmen for the Edison Company, which will provide the non-solar generating equipment for the project.

The approved design calls for a water filled receiver on top of a 283 foot tower which will stand amid 100 acres of 20 x 20 foot mirrors called heliostats. The steam generated in the receiver will turn standard turbine generators. At the same time, some heat will be stored to operate the generator for four hours of darkness. 10,000 kilowatts will be produced in daylight, dropping to 7,000 for the night period.

The solar plant, the first of its kind, will be primarily a research tool, but its output will be used locally.

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